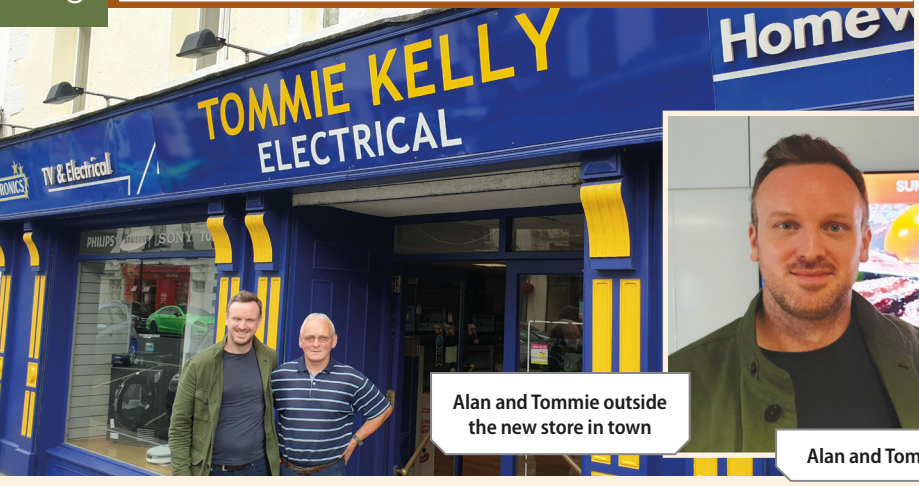
TOMMIE KELLY NEW EURONICS STORE

By Liam Timmins



Alan and Tommie outside the new store in town

Alan and Tommie Kelly, father and son

Tommie Kelly Euronics have recently set up shop in Dunlo Street, in the old Hubert Dolan premises, offering high quality electrical products to the locality from sleek kitchen appliances to smart home gadgets. This is the second electrical store managed by Tommie and his son Alan, who operate deliveries and repairs from their locations.

In his early years, Tommie Kelly worked in electrical retail before establishing his first shop in Athleague. The store developed in the village, and in 2005 moved premises to Roscommon town.

His son, Alan Kelly, has been acting as Managing Director for the family business for the past 16 years. Alan has gained great experience in electrical retail having worked in the store growing up as well as graduating with an Honours degree in Electrical and Electronic Engineering in GMIT Galway.

Growing up, he and his brother would work on various projects including assembling alarm systems, circuits, and electric games. Alan recalled a time when they tried adapting a two pin European plug to a three pin, but disaster ensued when they cut the wrong ends of the lead.

"You learn from a young age" he explains, referring to both his experience in engineering and engaging with customers at the shop.

Alan and his dad also share an interest in sport, particularly taking to GAA. During their time in Athleague, their business sponsored the local Tremane Hurling Club and supported their Christmas draw with prizes.

Currently their stores are part of the Euronics buying group, an international retail company with 8,800 stores worldwide and over 50 locations within the country. Their relationship as a key regional player to Euronics enables them to have great access to the top brands including Samsung, BOSCH and LG at their best prices.

Before establishing their newest location in Ballinasloe, the business have been regularly operating repairs and deliveries within the district. The owners saw an opportunity to establish a location in town due to its access to the west, and opened in the second week of June.

Alan Kelly was touched by the community's response upon their opening noting: "Oh the people have been great. Lots of well wishes when people have been coming in".

Discussing challenges in the electrical retail industry, Alan referred to the new technology being released every year, but emphasized the business is ready to adapt to these changes.

Among the high-tech products in store are a variety of home appliances including washing machines, ovens and cookers, and Samsung Smart Fridges. In terms of small-scale appliances for the house, you have coffee machines, washing irons, vacuums and kettles. Additionally, customers entering the store will be met with a showcase of flat-screen TVs of varying dimensions.

The group offers repairs for your washing machines, cookers or tumble dryers of all makes and models. All of their repairs come with a standard six months parts and labour guarantee for peace of mind of their customer base. Appointments typically take place during the mornings and afternoons, and often on Saturdays.

The store is open to serve from 9:30 to 18:00 Monday to Saturday. During their operating days, they offer nationwide deliveries for their products, with small items being delivered within 3-5 working days and larger equipment being delivered within 7-10 working days.

"We have an existing team and they're absolutely brilliant" Alan shared, "and as our business continues to grow we'd be absolutely looking to add more members to the team". Anyone hoping to join the crew are encouraged to drop their CV in store. The business can be contacted at info@tommiekelly.ie or by phone at (090) 963 4465.

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